

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /048 W

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R 201900Z MAR 75

FM AMCONSUL GUAYAQUIL

TO RICHARD J. ALLEN

GEORGIA DEPARTMENT OF COMMUNITY DEVELOPMENT

P.O. BOX 38097

ATLANTA, GEORGIA 30334

TEL. 406-656-3558

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3315

USDOC WASHDC

UNCLAS SECTION 2 OF 2 GUAYAQUIL 490

USDOC PLEASE INFO ATLANTA DISTRICT OFFICE

E. O. 11652: N/A

TAGS: BEXP, EC

SUBJ: IV GUAYAQUIL INTERNATIONAL TRADE FAIR - US PAVILION

4. CONSULATE, EMBASSY QUITO AND THE DEPARTMENT OF COMMERCE READY TO PROVIDE ALL POSSIBLE SUPPORT TO EXHIBITORS, INCLUDING RECRUITMENT, DESIGN PACKAGE, PUBLICITY, ORGANIZATION AND STAFFING OF BIC, AMERICA DAY RECEPTION, SEARCH FOR PERSONNEL TO SERVE AS INTERPRETERS, GUIDES, ETC., AND GENERAL RELATIONS WITH THE FAIR. IF THE EXHIBITOR DESIRES THAT WE RECRUIT A LOCAL AGENT TO REPRESENT HIS INTERESTS PRIOR TO, DURING, AND AFTER THE FAIR, WE WILL HELP FIND ONE. ALL CONTRACTING, PAYMENTS, ETC. WILL BE BETWEEN THE EXHIBITORS AND THE FAIR. EXHIBITORS MAY REQUEST A LARGER STAND THAN THE 3X6 OFFERED AT PROPORTIONATELY HIGHER COST, ALTHOUGH CONFIRMATION OF THIS WILL BE SUBJECT TO SPACE AVAILABLE. AFTER MANY NEGOTIATING SESSIONS WITH LEBED WE BELIEVE THAT COST PACKAGE PRESENTED ABOVE IS VERY ATTRACTIVE WITH SEVERAL CONCESSIONS UNAVAILABLE TO OTHER COUNTRIES. LETTER WITH FACT SHEET AND FARI BROCHURE FOLLOWS BY MAIL.

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5. RECOMMEND, IF POSSIBLE, THAT PRIVATE FIRMS IN YOUR STATE GROUP TOGETHER UNDER YOUR "UMBRELLA" FOR SAKE OF CONTINUITY, COORDINATION, AND SIMPLIFICATION OF ADMINISTRATION, INCLUDING DEALING WITH FAIR. ALSO RECOMMEND AT LEAST ONE TRIP HERE BY REPRESENTA-

TIVE OF EXHIBITORS PRIOR TO FAIR, E.G. JULY, TO DETERMINE PROGRESS OF EXHIBITS, MEET FAIR OFFICIALS, AND PIN DOWN ALL DETAILS PERTINENT TO DISPLAY.

6. WITH 15 COUNTRIES FROM BOTH SIDES OF THE ATLANTIC ALREADY EXPECTED TO EXHIBIT, AND IN VIEW OF THE FACT THAT 1975 WILL BE A KEY YEAR FOR PENETRATION OF THIS RAPIDLY EXPANDING MARKET, IT WILL BE IMPORTANT TO HAVE A MAJOR US PRESENCE. ALTHOUGH WE WOULD EXPECT TO HAVE NO TROUBLE FILLING THE PAVILION WITH PRODUCTS FROM US FIRMS ALREADY ESTABLISHED HERE, WE BELIEVE IT VERY IMPORTANT TO USE THIS OCCASION TO INTRODUCE NEW FIRMS AND THEIR PRODUCTS. UNFORTUNATELY, TIME IS SHORT AND LOCAL DISTRIBUTORS ARE ALREADY PRESSING FOR SPACE. NEED YOUR TIMELY REPLY.

WILLIAM F. SCHRAGE
COMMERCIAL OFFICER
AMERICAN CONSULATE GENERAL
GUAYAQUIL, ECUADOR

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<< END OF DOCUMENT >>

Message Attributes

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Disposition Comment:
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TAGS: BEXP, EC
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